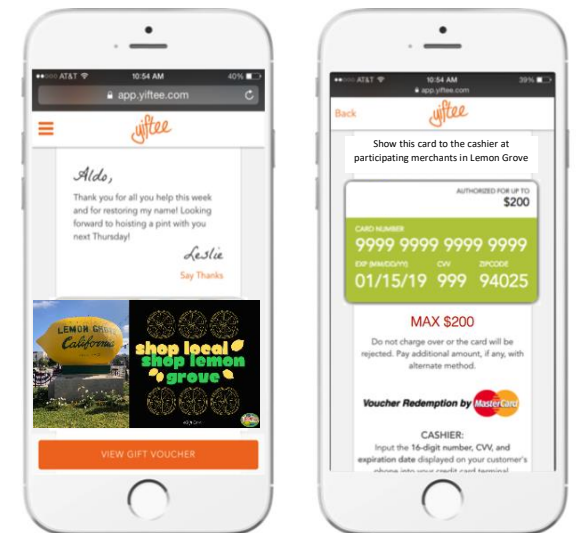


Shop Local Lemon Grove Gift Card Program

Helping Local Businesses with Pandemic Recovery and Beyond!



You're Invited!

As a merchant in our city, the City of Lemon Grove invites you to participate in our Shop Local Gift Card program.

Why Join?

- **Drive more business** into your store!
- Keep customers **spending local**.
- Cards can **ONLY be used at participating merchants!**
- **No special technology or administration required to participate.** (Must accept Mastercard and be able to key in the transaction like a phone order.)
- **No back-office administration.** Funds are automatically paid to you, via your usual Mastercard processor.
- **There is no fee to participate.**

What is a Shop Local Gift Card Program?

Customers buy them online for their own use or give them as gifts, thank you's, etc. to support local businesses.

The City is sponsoring a Buy One Get One (BOGO) program. Gift card purchasers can purchase gift cards of \$25, \$50 or \$100 dollars and the city will provide a free gift card of the matching amount using ARPA funds.

Appear on lemon Grove's Shop Local e-Gift Card Custom Website!



How Community eGift Cards Work (5 Simple Steps)

- 1) **SIGN UP** by activating the sample card we sent to you via email or email tcampbell@hdlcompanies.com
- 2) **RUN THE "ACTIVATION CARD"** as a digital Mastercard on your PoS to join.
- 3) **ADVERTISE** the Community Gift Card by putting a link on your website to sell more.
- 4) **REDEEM GIFT CARDS** as customers come in with a Community Gift Card on their phone (or printed).
- 5) **GET PAID** as usual by your Mastercard bank. Mastercard will authorize the purchases.

E-Gift Card FAQs

Q: Is there a deadline to participate?

A: We are planning to launch before Small Business Saturday on November 27, 2022, to introduce the community to our new Community eGift Card. Sign up before then so that you are a part of the launch program and get this incremental business. You can sign-up at any time even after the official launch date.

Q: How to I sign up?

A: Go to the City's website [here](#) and follow the instructions for the Shop Local Gift Card program. Running the invitation's Activation Card is your authorization to opt-in to the program which means you agree to the Yiftee Merchant Agreement here: <https://yifteeutil.com/merchant-agreement>. If you need assistance, contact tcampbell@hdlcomanies.com.

Q: What if I can't process the Activation Card, which is a \$0.10 credit card transaction?

A: No problem. Process the Activation Card for your minimum amount. It will be declined but Yiftee will get the information they need to add you to the program.

Q: What if I can't key in a Mastercard?

A: This is very unusual. Ask your processor as this is a configuration and usually not a technical limitation. Some national chains like Walmart and McDonalds HQs do not allow their cashiers to key in the codes but the local businesses can do it.

Q: What if the purchase is for more than the Community eGift Card value?

A: Run the Community eGift Card for the remaining balance on the card and ask the customer for a different form of payment to cover the rest of the transaction. Gift recipients can check balance on [Yiftee.com](https://c.yiftee.com) or go to <https://c.yiftee.com/check-gift-balance> or use the link at the bottom of the printed gifts.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info. Go to <https://c.yiftee.com/check-gift-balance> to check the balance of a card or use the link at the bottom of printed gifts.

Q: Is tipping allowed on the Community eGift Card?

A: No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. But there is no tipping allowed on the Community Card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations who have run their Activation Card.

Q: Is there a fee to purchase the eGift Card?

A: The gift purchaser fee is \$1.00 plus 5% of the gift value. The city through use of ARPA funds is paying for the purchase fee, so there is no cost to the purchaser. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use, and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. You can check balance on [Yiftee.com](https://c.yiftee.com) or <https://c.yiftee.com/check-gift-balance> or use the link at the bottom of printed gifts.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Q: Can I cancel my participation?

A: Yes. Anytime, by notifying the city. You will be removed from the marketing materials online and can no longer process the cards.

For more info, sign up for a demo here: <https://yiftee.com/demo/>